

SEP27/12 12.3  
\*\*\* WPXI-TV \*\*\*

REP. #	OFF. #	18	SALESMAN #
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**BUYER NAME** WHITNEY EVERSOLE

**SALES PRSN WA- CHERYL BLAIR**

**DELAWARE, OH 43015**

ORDER # 00110 CONTRACT # 6353074

	CLASS: NATL.	LOCAL	REGIONAL
1. <b>GENERAL INFORMATION</b>			
2. <b>DESCRIPTION OF THE PROJECT</b>			
3. <b>JUSTIFICATION OF THE PROJECT</b>			
4. <b>IMPLEMENTATION OF THE PROJECT</b>			
5. <b>EVALUATION OF THE PROJECT</b>			
6. <b>CONCLUSIONS</b>			
7. <b>REFERENCES</b>			
8. <b>APPENDICES</b>			
9. <b>OTHER INFORMATION</b>			

PRDCT	<u>KEITH ROTHFUS 9/27</u>	<u>EST#2772</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	SEP27/12	SEP30/12	WK-1
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP27/12 12.3

REP: TO JEN  
FR LINDSEY FOR CHERYL  
NEW ORDER  
TTLS \$13,100  
PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

AGENCY ADVERTISER CODE = AGENCY EST# = 27722  
AGENCY PRODUCT CODE =

1	600A-700A	30	\$800.00	9/28	9/28	1	FRI	1
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PROGRAM : CH11 NEWS AT 6AM

2	800A-1030A	30	\$275.00	9/29	9/29	1	SAT	1
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**PROGRAM : NEWS**

3	800A-1000A	30	\$275.00	9/30	9/30	1
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**PROGRAM : NEWS**

REP HEADLINE# 6353074  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP27/12 12.3  
 \*\*\* WPXI-TV \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P	30	4	\$800.00	9/28	9/28	1		FRI	1
PROGRAM : NEWS												
5			600P-630P	30	4	\$1,000.00	9/28	9/28	1		FRI	1
PROGRAM : CH11 NEWS												
6			1100P-1135P	30	4	\$2,000.00	9/28	9/28	1		FRI	1
PROGRAM : NEWS												
7			1130P-105A	30	5	\$850.00	9/29	9/29	1		SAT	1
PROGRAM : SAT NIGHT LIVE												
8			700P-805P	30	5	\$2,500.00	9/30	9/30	1		SUN	1
PROGRAM : STEELERS FOOTBALL - NUM Steelers - FRI 7P-8:15P												
9			1100P-1135P	30	4	\$2,100.00	9/29	9/29	1		SAT	1
PROGRAM : LATE NEWS												
10			530A-800A	30	5	\$250.00	9/30	9/30	1		SUN	1
PROGRAM : NEWS												
11			1135P-1205A	30	4	\$2,250.00	9/30	9/30	1		SUN	1
PROGRAM : NEWS												
SEP/12 13100.00												
CONTRACT TOTAL 13100.00												
TOTAL SPOTS 11												

MARKET TOTALS \$52,400 WPXI 25% KDKA 33% WTAE 24% WPGH 15% CABL 0% WPCW 3% WPMY 0%  
 SVC- NSI  
 DEMOS- RA35+\*

*[Handwritten signature]*